

**August 2014**

Volume 17, Issue 7

## 2014 Schedule of Meetings:

Aug. 6th, Sept. 3rd, Oct. 1st,  
Nov. 5th, and Dec. 3rd.

Doors open at 6:00 p.m.,  
meeting starts 7 p.m., at the  
Rockwood Public Library  
(inside Eramosa Commu-  
nity Centre) at 85 Christie  
Street (near corner Christie  
Street and Main Street  
North Wellington Road 27,  
Rockwood, On. NoB 2K0.

## Annual Membership Dues:

Regular \$10  
Couple \$12  
Junior (14 to age 18) \$5  
Under 14 Free

## Membership Contact:

c/o: Len Kuenzig, P. O. Box  
21018, Meadowvale P.O.,  
Mississauga, On. L5N 6A2,  
Ph: (905) 824-4893,  
E-mail:  
len.kuenzig@sympatico.ca

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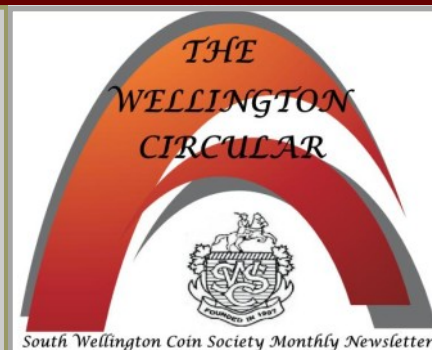


*South Wellington  
Coin Society*

*founded  
in 1997*



**NEXT MEETING DATE:  
WEDNESDAY, AUGUST 6, 2014  
DOORS OPEN 6 P.M.  
MEETING STARTS \*\*7 P.M.\*\*  
THEME:  
CARE & FEEDING BANKNOTES**



## President's Message

Our next meeting is Wednesday, August 6th, 2014 AT \*\*7 P.M.\*\* (DOORS OPEN 6 P.M.)!  
Our August meeting will be two presenters on the topic of "The Care and Feeding of Banknotes". **Gary Fedora** and **Mike Hollingshead** will combine nearly 100 years experience. **Learn more inside this issue.** Please come on out, lots of laughter and smiles, at NO CHARGE!

**FROM YOUR EXECUTIVE:** June 18th, 2015 will mark the 200th Anniversary of Wellington's Victory at the Battle of Waterloo. Coincidentally, (or not) it also marks the 175th Anniversary of the founding of the District of Wellington (which became Wellington County). You are right! The SWCS will be making plans to issue a commemorative of some kind to celebrate both those events in history, hopefully partnering with some local enterprises within the county. **Stay tuned and if you have some ideas contact an executive member.**



**Mike Hollingshead shares:**

*Colonel John McCrae Branch 234  
Royal Canadian Legion, issued  
this D-Day commemorative medal.*

For more info people can contact  
**Steve:** stevesaj@yahoo.com.

## Canada's Anti-SPAM Law Express Consent Form

I \_\_\_\_\_ (print first and surname) agree to receive e-mails from the **South Wellington Coin Society** (and its executives, officers and directors, members) containing news, photos, upcoming events, minutes of meetings, club membership renewals, election ballots, award nominations, numismatic education, and other numismatic hobby-related communication, along with fellowship. I understand that I can withdraw my consent at any time by contacting any officer or director of the club or the newsletter editor, via the listed contact phone numbers / e-mail listed in the newsletter or on the club website. In doing so, I can advise if I wish to switch from electronic communication to Canada Post, or if I wish to unsubscribe from all communication.

Date: 2014, \_\_\_\_\_ (mm/dd) Signature: \_\_\_\_\_

**Please turn this form into Mike Hollingshead at the Aug. meeting, or email it.**

**Meeting Set-up /  
Clean-up:**  
Club Members present at  
meeting

**Food & Beverages at  
Meetings:**  
Mel Brown

**Auction Runner:**  
Len Kuenzig

**Newsletter  
Editor**



**Editor: Judy  
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Send pictures in jpg, files in doc,  
xls, pdf, wpd, or email body.

Articles of the upcoming  
newsletters are due to the Editor  
by no later than the 15th of the  
current month.

Advertising space will be  
accommodated where space is  
available.

**SWCS:**  
Was founded in March 1997.



## Local / Special Coin Shows & Conventions

- **AUG. 13 - 16, Toronto, ON**— Royal Canadian Numismatic Association 2014 Convention, Delta Meadowvale Hotel, 6750 Mississauga Rd. Hours: Thurs., Fri. and Sat. 10 a.m. to 4 p.m. Admission \$6, juniors under 18 free. More than 60 dealer tables from across North America, competitive and non-competitive displays, annual meetings of national collector groups. Official auctioneer: The Canadian Numismatic Company. Register early to win an iPad and make it a family event at this resort location. Sponsor/Affiliate: **RCNA and North York Coin Club**. For more information contact Paul Petch and Henry Nienhuis, telephone 416-303-4417, email [2014convention@rcna.ca](mailto:2014convention@rcna.ca). Bourse Chairman Len Kuenzig, email [len.kuenzig@sympatico.ca](mailto:len.kuenzig@sympatico.ca) or telephone 905-601-4893. Website: <http://www.rcna.ca/2014>.
- **SEPT. 21, London, ON**- London Coin Show, The Ramada Inn, 817 Exeter Rd. Hours: 9 a.m. to 4 p.m. Displays and dealers for coins, medals, notes, and tokens. Sponsor/Affiliate: **London Numismatic Society**. For more information, call 519-472-9679.
- **OCT. 19, Stratford, ON**- Stratford Coin Show, Festival Inn, 1144 Ontario St. Hours: 10 a.m. to 4 p.m. Admission \$2, under 16, free banknotes, tokens, coins, books and supplies. Sponsor/Affiliate: **Stratford Coin Club**. For more information contact Larry Walker, telephone 519-271-3352, email [lswalker@cyg.net](mailto:lswalker@cyg.net).

**CANADIAN  
COIN NEWS**

<http://www.trajan.ca/showbbs/ccn.pl>



## SWCS CURRENT EXECUTIVE

Term of Office: **July 1, 2012—June 30, 2015**

President / Director: **John Semedo** [johnsemedo99@gmail.com](mailto:johnsemedo99@gmail.com) **519-821-6379**

Vice-President / Treasurer / Archivist : **Scott Douglas** **519-853-3812**

Past-President / Show Chairman / Director: **Mike Hollingshead**  
**519-823-2646**, [cholling@uoguelph.ca](mailto:cholling@uoguelph.ca)

Secretary / Director: **Robin Semedo** **519-821-6379**

Membership Secretary / Draws: **Len Kuenzig**, [lenkuenzig@yahoo.ca](mailto:lenkuenzig@yahoo.ca), **905-824-4893**  
*P. O. Box 21018, Meadowvale P.O. Mississauga, On. L5N 6A2*

Auction Chairman / Club Medals / Director: **Lowell Wierstra**  
**519-824-6534**, [ljwierstra@rogers.com](mailto:ljwierstra@rogers.com)

Hospitality / Director: **Mel Brown**

Director Emeritus: **Robert Zmija LM #1**



## **Club Report & News** reported by **Mike Hollingshead** and **Len Kuenzig**

### **Here's SWCS July 2nd meeting report :**

Pizza Party/Bourse floor was action-packed! "The Dealer in Me" seen 8 members set up with items from their collections to buy / sell / trade. Among the 25 attendees, we even had a member whose job only enables occasional visits (**Ron Aimola**) show up with an inherited collection (amassed by his father) that turned up some real gems, including a 50 peso Mexican gold coin worth \$1,450+ and numerous older European banknotes valued close to \$1,000!! Needless to say **Ron** became quite interested in his new-found collection and many SWCS members were excited to see the material. Several members reported brisk sales between each other. In a more humorous vein, **Lowell Wiestra** brought out a nice book of foreign but didn't put any prices on some notes (the ones I wanted to buy!!!). Oh well, maybe we can transact some business at a later date??? **Len Kuenzig** had a broad assortment of tokens, not sure if his trip home was lightened?? **Doug Wilson** was ready for business, too, with an interesting assortment of notes and coins and even some certified dollars. A big thank you to all the "dealers" and another thanks to all their customers. Our first member-to-member bourse was a success and we'll will work to refine the night's entertainment.

Sadly missed were our vegetarian members!! We had the pizza for you. **Ron Zelk** offered to eat some extra slices which included the veggie. We were wondering if ten boxes of pizza would be sufficient and **Len Kuenzig** must have measured our appetites quite accurately because by the end of the meeting he had about 4-5 slices to take home to **Susan**. A big thank you to **Len** for organizing the pizza purchase and pick-up and he made sure there was lots of variety (even a no-cheese pizza for our President, who unfortunately had to run off quickly before he ate a slice). Also, a big thanks to the volunteers who had set-up the tables for the "dealers" and to

**Mel Brown** for providing his usual free-of-charge coffee, napkins, pop and cookies. Isn't it amazing what you can accomplish when everyone pitches in with a few chores?

**Scott Douglas** sent greetings "from down under" (New Zealand), sharing "The people at this conference are just terrific! I really wish everyone in our club could experience this."

### **Our August Educational Program:**

"The Care and Feeding of Banknotes" by SWCS members **Gary Fedora** and **Mike Hollingshead**. **Gary** has been a professional and respected banknote dealer for many years, specializing in scarce and historically interesting notes. **Mike** has been a collector for 50 years and founding President of the *Canadian Tire Coupon Collectors Club*. The pair will discuss the ins and outs of "rag-picking". **Gary** promises to bring in some examples of banknotes you should NEVER BUY, as well as some examples of properly graded notes. What does a "processed" note look like? How to examine a banknote. How do you grade a banknote? What is the best way to store my banknotes? What type of holders are good and which are bad? Should I ever attempt to clean a note? What to avoid and what to seek out! If you have been a tad timid about paper money and want to get some practical tips on selective picking, don't miss this meeting!

### **Draws:**

No draws took place in July, so the Membership draw in August will be for \$5.

### **Celebrate Being A SWCS Member:**

A member recently tallied some (16, just to mention a few!) of the great reasons to belong to SWCS – fellowship; monthly meetings with draws and auctions (low consignment fees); pizza nights; interesting guest speakers; two shows a years; mall education and display days; low annual dues (never increased since club started); free beverage and snacks at meetings; special free mementos (shirts, tags, books, medals, scrips, etc.); gives back to the

community and hobby; website; and monthly newsletter (featuring popular Did You Know articles); annual Christmas Party with Secret Santa; and terrific fellowship (lots of smiles and hearty laughter). How about introducing our club to one of your acquaintances! Club sustainability requires a regular flow of new blood!

### **RCNA Convention:**

So far we have several members attending, SWCS and several will be at the Delegate's breakfast too. This may be a great place to get new folks to come out to a SWCS meeting or coin show. Members who have confirmed they are attending the convention are: **Lowell Wierstra**, **Ernie & Linda Blair**, **Sean Sinclair**, **Judy Blackman**, and **Mike Hollingshead**. This year's event is pretty close to home for most of our members, so a great opportunity to participate.

### **Monthly Auction:**

The commission charged to consignors: Sold for under \$20, auction fee is 25 cents and items sold for over \$20 fee is \$1. Pretty simple. No buyers premium, no sales tax.

Bring your items to consign to the meeting or contact **Lowell** at [ljwiestra@rogers.com](mailto:ljwiestra@rogers.com) or phone 519-824-6534! Please use the new consignment form.





## ***Simpson-Sears Canada Exceeded A Billion In 1968!***

*Information is Courtesy of Sears Canada*

In SWCS Aug. 6, 2014, Auction, there is a medallion commemorating Simpson-Sears Canada exceeding a billion in sales. This medallion is fairly rare and difficult to locate, in fact, you are not likely to find any image of it on-line, only U.S. variety 100 yrs.

For the first time (1968), sales Simpson-Sears (now just Sears Canada) exceeded half a billion dollars, net earnings topped \$14,000,000 and the Company now had over 20,000 full and part-time employees.

Retail expansion was picking up steam. 'A' stores were opened in Saskatoon and Oshawa and 'B' stores were opened in Chicoutimi and Burlington.

The transformation of the Mail Order business began and it started with the name. By 1968 only one order in ten was coming in by mail.

Over the next few years the four Mail Order Branches became Catalogue Centres. The Order Offices changed to Catalogue Sales Offices. And, in the retail stores, the Mail Order desk was renamed Catalogue Shopping. Ten new Catalogue Sales Offices were opened, bringing the total to 355 from coast to coast.

In October, Simpsons-Sears declared that construction would soon begin on a new headquarters building in Toronto.



*Headquarters Building media announcement/launch,  
Royal York Hotel.*

1969: Sales were up almost 14% over the previous year, passing the \$600,000,000 mark for the first time and earnings climbed to \$15,000,000. A new store in Victoria opened on February 12th and the Meadowlark 'B' store in Edmonton was relocated and enlarged. The 'B' stores in Sarnia and Kingston also received extensive makeovers. 1969 also saw the introduction of the "Junior Bazaar" department of hip styles for teenage girls.

1970: Simpsons-Sears managed to push its sales up slightly to just under \$650,000,000 but net earnings dipped by about \$2,000,000 from 1969.

Five new retail stores were rolled out in 1970. An 'A' store in Windsor opened in September. Four 'B' stores came on line: Moncton in March, Kamloops in May, Winnipeg's Garden City in August and Lethbridge in October. That brought the total number of stores to 38.

Five big seasonal catalogues and eight supplementary sale books were issued as part of a stepped-up drive to increase sales. The number of Catalogue Sales Offices was increased to 475, up from 427 the year before. Alex Campbell, Vice-President, Retail, issued a clear and definitive declaration of the famous "Satisfaction Guaranteed or Money Refunded" policy to all retail associates.



*Grand opening of the Centre Village Mall Store  
in Lethbridge, Alta.*

2014: Sears Canada Inc. offers Canadian consumers a diverse array of shopping options, with department and specialty stores, Canada's most extensive general merchandise catalogue, a comprehensive website, and a broad range of home-related services.

With annual revenues of approximately \$4 billion, Sears and its 20,000 associates are committed to satisfying customers by providing products and services of superior value through personal shopping, catalogue and internet ordering.

The Sears catalogue, issued to more than 3 million households, reaches Canadians from the country's largest urban centres to the smallest rural and northern communities. 24-hour, bilingual service.



Sears is supported by over 1,400 merchandise pick-up locations most of which are operated by independent owners known as Sears Catalogue Agents. Sears offers online shopping at [www.sears.ca](http://www.sears.ca), which includes company information, and an extensive array of services and products.

113 department stores across the country offer a broad range of merchandise from apparel and home fashions to appliances. 48 free-standing Sears Home stores offer one of Canada's broadest assortments specializing in home furnishings, major appliances and home electronics. 11 Outlet stores sell surplus merchandise and 4 Appliances and Mattresses stores offer a focused assortment of products and services. 234 locally-owned

Hometown Dealer Stores in smaller communities offer major appliances, home electronics, lawn and garden and some also display home furnishings.

Central administration is located in the Sears Canada Head Office at 290 Yonge Street, Suite 700 in Toronto. Buying for the Company is centralized in the Head Office.

Sears offers more specialty services than any other retailer in Canada, including: a coast-to-coast Product Repair Services network, travel offices, hair care centres, optical services, health food shops, portrait studios, income tax services.

Sears Travel is one of Canada's leading travel agencies specializing in vacation and leisure travel throughout 97 offices in Sears department stores across Canada, on-line at [searstravel.ca](http://searstravel.ca) and by phone at 1-866-FLY-SEARS (1-866-359-7327).

SLH transport Inc., a wholly-owned subsidiary of Sears Canada, provides transportation for Sears and several other companies. SLH comprises of more than 620 trucks, including owner operators, 3,700 trailers and 900 associates.

Through a strategic alliance with J.P. Morgan Chase Bank, N.A., Sears Customers can enjoy the benefits of purchasing items on credit through the Sears Card or Sears MasterCard. Sears Club, the loyalty program for both cards, has over 9 million members and is free to join. It is one of the most rewarding store loyalty program in the world.

Sears supports many worthwhile charitable programs through its "Sears In Your Community" initiative. The Company focuses its fundraising efforts on after-school programs such as Boys & Girls Clubs, and on the fight against childhood cancer, raising funds for pediatric oncology in children's hospitals and, in Quebec, for Opération Enfant Soleil.

You'll just have to bit on the medallion in the auction to see it up close and add it to your collection! Good luck all!

Left is Fall and Winter 1977 and right is Fall and Winter 1968 Sears Catalogues.





## Molson's Long Roots!

Featured in our SWCS August 6, 2014, auction is a 1786–1986 Molson 200 Year Brewers medallion (56.4g weight, 5cm diameter, 4mm thickness).

In 1763, John Molson was born in the Village of Moulton (near Spalding, Lincolnshire, England). His father John Molson Sr. (1730-1770) had, in 1760, married Mary Elsdale (1739-1772), the eldest daughter of Samuel Elsdale (1704-1788), of Surfleet.

Before the marriage, John Molson Sr. Inherited a property known as Snake Hall (in Moulton Eaugate) which consisted of a home and various outbuildings associated with 38 acres (15 ha) of land. Upon John Sr.'s death, as bequeathed, this property was inherited by his wife and five surviving children. Under their marriage settlement, Snake Hall went to Mary, and was to then pass on to his eldest son, John, upon her death. John Jr.'s financial affairs were overseen by his paternal uncle, Thomas Molson but shortly before his death, he turned the duties over to trustee and guardian Samuel Elsdale. Under Samuel's control, Snake Hall was rented out to the benefit of their trusts, and John Jr. Went to live with a man named William Robinson, and at age 12 (1776) he was consigned to the care of Mr. Whitehead, who was paid for his board and education until 1780 (when John Jr. turned 16). Later in Canada, proceeds from this property would launch John Jr.'s first brewery purchase.

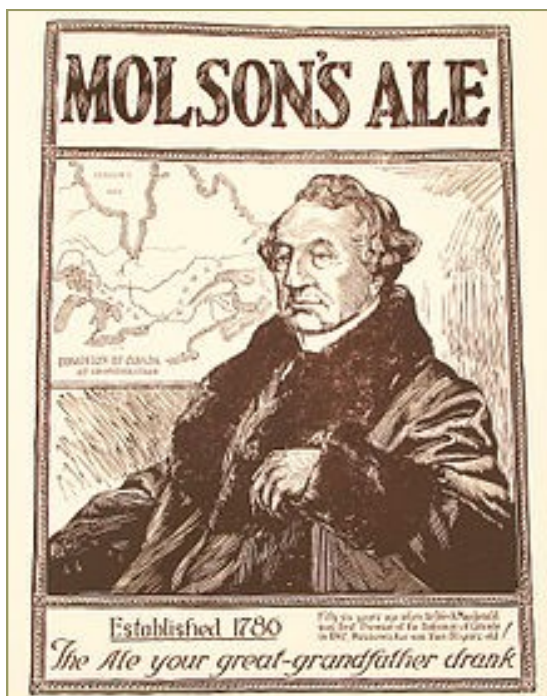
At age 18, John Jr. immigrated to Canada, but the ship was lost at sea; Molson was rescued from the ocean, and once on Canadian soil, he began working at the Thomas Loyd brewery which he then purchased at auction in 1784. In 1786 he returned briefly to England, and it was during that year Molson read and researched the practice of brewing. He then returned to Canada with more money and a new mindset. With many British Loyalist entering to reside Canada (from the United States), John realized the new influx increased the demand for beer. He worked many hours late into the night, and hired an apprentice (Christopher Cook), and a loyalist housemaid (Sarah Insley Vaughan). He married Sarah on April 7, 1801 at Christ Church (Montreal) and after she had born him three children. After ten years of marriage to her first husband, she left him and came from the U.S. to Montreal penniless and was taken in by Molson. There is nothing in the history provided by Molson to indicate if her first marriage was ever dissolved or her husband had died, she reverted to her maiden name when she took off, so in all likelihood, she committed bigamy when she married John. John began regularly attending church which provided him the opportunity to meet many influential and wealthy businessmen.

Soon Molson's beer was in such demand that according to one of John's entries in his diary "Cannot serve half my customers and they are increasing every day." A key reason was the different classes of Montreal's society wanted their own beer (even though all were made by Molson).

In 1785, he temporarily closed his business to cross the Atlantic in search of the modern equipment and ingredients. Upon his return, he offered the seeds free of charge to neighbouring Montreal farmers who agreed to grow them to satisfy the brewery's need for malt. Molson delivered his first brew, an ale, in 1786, only six weeks after taking the helm. Priced at five cents a bottle, his brew sold well.

Molson took advantage of the many business opportunities of the time. He quickly diversified his investments, opened a lumber yard and began issuing loans to local Montreal merchants. In 1816, the family enterprise began to take shape when founder John Molson entered into an association with his three sons, John junior, Thomas and William.

Although brewing proved to be Molson's most sustainable field of endeavour, other activities were added down through the company's lengthy history.



Molson was the first company to own and operate a fleet of steamboats which were used to transport people and goods between Quebec and Ontario. John Molson and his sons also founded the Molson Bank which later merged with Bank of Montreal.

Between 1788 and 1800, Molson's business grew quickly into one of the larger ones in Lower Canada. During these years Molson and his wife had four children, John junior, Thomas (who died shortly after birth), another Thomas, and William (aka Billy).



By the start of the 19th Century, Molson's small brewery had grown tenfold. Molson now had the money to improve his business by buying new technology. Molson's steamship would be the first in Canada. Molson's business continued to grow and the War of 1812 pushed sales even higher. In 1815, Molson was elected to represent Montreal East in the legislative assembly on the platform of building a wharf.

As Molson became more occupied by his multiple businesses and his seat in the assembly, his three sons began to take a much larger role in the companies. John junior managed the steamships, Thomas was married in England and would frequently travel sending back tips and advice to his father, and William was in charge of the brewery.

In 1816, Molson built Mansion House Hotel which coincided with the Assembly's acceptance of the wharf. Molson's hotel was only for those who could afford luxury. The hotel offered Montreal's first library, boat rides on the river, well-furnished rooms and six-course dinners, famous throughout all of Montreal. In 1819, Molson had a short bout of sickness. It was during this time that he noticed the only hospital in the city, Hôtel Dieu, only held 30 beds. Molson proposed to the assembly that a new hospital be established that would contain 200 beds. Although the assembly denied his request there was much private support and soon donations came pouring in. By May the new hospital, the Montreal General Hospital, was opened on Craig Street (now Saint Antoine Street).

A crisis almost struck the Molsons in 1821 when the Mansion House Hotel caught fire; the books from the library were saved but not much more was salvageable. Molson was undaunted by this and had ideas to build an even grander hotel, a true testament to his character. While John junior and William took care of the businesses within Canada, Thomas was busy working in England. Thomas brought over 237 gallons of beer to London, England. The response was encouraging and Thomas brought another 1385 gallons on his next trip. Molson's had its first international market.

By 1825, Molson's hotel was completely rebuilt and renamed the British American Hotel. After the hotel was completed Molson built a theatre adjacent to it. By November, Molson's Theatre Royal was completed, the first theatre in Montreal. It seated 1,000 guests, it was demolished in 1844 to make way for the Bonsecours Market. Never resting, Molson continued to build his empire by purchasing multiple steamships and creating the St. Lawrence Steamboat Company. This fleet of ships was so big that it outnumbered all of those operating in the United States. In 1826 Molson decided to run against a young Louis-Joseph Papineau but resigned quickly after discovering the amount of support Papineau had from the French and the Irish.

On March 18, 1829 Molson's wife Sarah Vaughan, died after treating her rheumatism with laudanum. Sarah became addicted to this opium-based painkiller and died from the effects. Molson sold the house they lived in together and moved on with his life. His four-year term as President of the Bank of Montreal ended and Molson did not run for a second. Even at the age of 67 Molson did not contemplate retirement; one of his biggest projects still lay ahead.

Since 1825, Molson had followed reports of the first railways being built in England. Molson had told the head of this project, Jason Pierce, that he was interested. Pierce did not forget about Molson's interest and in 1832 Molson's request for a railroad was accepted by the Assembly. The Champlain and St Lawrence Railroad (image





is from Judy Blackman's collection) connected the St Lawrence to the Hudson River, making the trip from Montreal to New York much quicker. This was the first railway ever constructed in Canada.

After his multiple successful proposals, John Molson was appointed to the Legislative Council of Lower Canada. He was considered part of the "Chateau Clique" as he was a rich English businessman. A cholera epidemic struck Canada in 1832 and 1834 causing the railroad project to lose much of its momentum. Many businesses closed in Montreal but the Molsons continued work as usual. In 1833 Molson's hotel burned down again. This time though, Molson decided not to rebuild it. After the second cholera epidemic, when things returned to normal, Molson's railroad project began to gain speed. Unfortunately, he did not live long enough to see his last dream realized. Molson caught a high fever in December 1835. He wrote his will on January 10, 1836 and died that day. In his will, Molson named John Molson junior, Thomas Molson, William Molson, George Moffatt and Peter McGill executors. His body rests at Mount Royal Cemetery.

As already mentioned, in 1786 John Molson founded Canada's oldest beer brewery (Molson Brewery) on the banks of the St. Lawrence River in Montreal (where the Molson family continues to maintain its headquarters today). He wrote, "My beer has been universally well-liked beyond my most sanguine expectations." In 1959, Molson Canada was first brewed and today is one of Canada's most iconic and best-selling brands. The Molson Brewery is the second oldest company in Canada after the Hudson's Bay Company. In 2005, Molson merged with U.S.-based Coors to form Molson Coors Brewing Company, the world's seventh-largest brewing company at that time. The Canadian division of the Molson Coors Brewing Company is Molson-Coors Canada Inc.

The Molson Brewery is the oldest brewery in North America and continues to produce beer on the site of the original brewery. The company brews and markets a number of the most popular brands of beer in Canada. Domestic labels include Molson Canadian, Molson M, Molson Export, Molson Dry, Molson Exel De-Alcoholized beer, Old Style Pilsner, Rickard's, Creemore Springs and Granville Island Brewing. Through partnerships with other major brewers, Molson Coors Canada also offers a diverse portfolio of beer brands, including Coors Light, Corona, Miller Genuine Draft, Heineken, Foster's Lager and Tiger. Molson employs 3,000 people in Canada and operates five breweries in locations across the country (Vancouver, Toronto, Montreal, Moncton and St. John's), as well as the Creemore micro-brewery in Ontario and Granville Island Brewing in British Columbia. Molson Coors Canada is part of the Molson Coors Brewing Company.

In 1903, inspired by the popularity of imported beers, Herbert Molson, Thomas' grandson, and brew master John Hyde created Molson Export, an authentic Ale brewed in the classic style developed by John Molson. Molson Brewery considerably expanded the breadth of corporate activities throughout the 20th century. In 1945, the family decided to transform the company into a public, limited liability enterprise. It then became possible to acquire an ownership in the company without being a member of the Molson family. This made it possible for the company to expand and inaugurate a new brewery in Toronto in 1955. Two years later, in 1957, the family acquired the Montreal Forum and the Montreal Canadiens. The company continued to develop and, in 1958, acquired six breweries which included five establishments in Western Canada, lending Molson nationwide presence. In 1989, the company consolidated market share in Quebec through a merger with Carling O'Keefe. As a result, Molson became the largest brewery in Canada and the fifth largest in the world. In 2005, Molson merged with US-based Coors to form Molson Coors Brewing Company. This was followed in 2007 by the opening of a new brewery in Moncton, New Brunswick. Sixth generation family member Eric Molson retired in 2009; however, his sons Andrew and Geoff continue to be active in company affairs as members of the corporate Board of Directors.

2014 today: Molson Coors is dual headquartered, with head offices located in Denver, Colorado & Montreal, Quebec. The Canadian operational headquarters are located in Toronto (in addition to several breweries across Canada). United Kingdom headquarters are in Burton upon Trent. Molson Coors Canada is part-owner of The Beer Store in Ontario Brewers Retail Inc., operating as a beer distribution and retail chain, which (protected by legislation) has an over 85% market share of total Ontario industry beer sales. Molson Coors Canada owns 50% of Brewers Distribution Limited in Western Canada. Molson Coors bought Creemore Springs Brewery on 22 April 2005.

The operations of Molson Coors in Brazil were sold to the Mexican group FEMSA in 2006. On October 9, 2007, SABMiller and Molson Coors agreed to combine their U.S. operations in a joint venture called Miller Coors. SABMiller is to own 58% of the unit, which is to operate in the U.S. and Puerto Rico but not Canada, where Molson Coors is strongest. Molson Coors is to own 42%, but the parties are to have equal voting power.





## A 200th and a 175th Anniversary to Celebrate!

shared by Mike Hollingshead

As June 18<sup>th</sup>, 2015, is the **200<sup>th</sup> Anniversary of the Battle of Waterloo** AND the **175<sup>th</sup> Anniversary of the Founding of the District of Wellington** (Wellington County), a friend—Ian Easterbrook (at the **Wellington County Historical Society, Archives and Museum**) sent me this information (see letter below from **Hinds** whose book can be found on Amazon as he's the author of the paperback "*Pioneer Inns & Taverns of Guelph (Waterloo—Wellington County series) (2) January 1977*"). Your Executive is now contemplating ways the **South Wellington Coin Society** may participate in the celebration of these anniversaries.

[Note from SWCS Editor: If you have never visited the museum, it's well worth the drive, it's located between Elora and Fergus. Open M-F 9:30 a.m. to 4:30 p.m., Weekends 1-5 p.m. You can also enjoy the beautiful Heritage Gardens. Every time your Editor goes, there is always something new since the previous visit!]



Written June 12, 2014, by A. Leone Hinds:

I have put together a bit of information hoping you might see fit to draw the date to the attention of the *Wellington County* history family.

It seems to me this might be the perfect excuse for an old fashioned garden party or pot luck picnic.

Perhaps such a "do" would get a few new members signing up or bring back those who are temporarily lost due to family reasons.

Perhaps the *Wellington County History* could devote one year to outline families' history from settler to present day member or begin with the newest citizens showing where they came from and why, that is information many older families do not have and it can be priceless to the addicted genealogist.

Lots of good history days to all of us.

In April 1838 <sup>(1)</sup> the *Colonial Government in York*, (Toronto) saw fit to begin dismantling the *District of Gore*, a large judicial area of Ontario geography that took in *Halton* and *Wentworth Counties* along with a number of townships in the back country, east, north and west of the then *Village of Guelph*, who were added to *Halton* for land registration and other legal necessities.

The one regulation the *Colonial Government* said must be concluded before the back country area would be defined as a new *District* was that a court house and jail must be planned, approved and in the process of ready-to-be built before proclamation. <sup>(2)</sup>

June 18, 1840 was by Royal Proclamation <sup>(3)</sup> the natal day of the *District of Wellington*. It was to be officially known as the *District of Wellington*, the *County of Waterloo*. It ran from *Puslinch Township* to *Owen Sound* and from *Orangeville* west to the present day boundary of old *Waterloo County*.

June 18, 1840 was a very special day in the history of a lot of settlers in and around Guelph because it was the (silver) 25<sup>th</sup> Anniversary of a great battle where British and other armies defeated Napoleon, *The Battle of Waterloo*.

Men, once soldiers in British Regiments who fought *The Peninsular War* and at the *Battle of Waterloo* had come to Canada, sometimes as troops, more often as retired half-pay officers and common soldiers, these were men who wished to settle here. <sup>(4)</sup> They were welcomed, not just for their English and Scottish heritage which was important but also for their military know-how.

Men who fought with Wellington probably had a special feeling for a *District* that was named for their Commander.

Sir Arthur Wellesley, the *Duke of Wellington* was born in Dublin, Ireland in 1769. He joined the British military in his 18<sup>th</sup> year; twenty-one years later he was given command of all British forces along with the Portuguese and Spanish military to fight the French who had invaded both Portugal and Spain. That was his *Peninsular War*. Seven years later he defeated Napoleon at Waterloo. He was hero to many, both soldier and civilian. <sup>(5)</sup>

As happens, Colonial tokens, bearing the image of the Duke, were issued to solidify to commemorate his military career and political service. Some say it was the lack of small change currency in the Colonies that made striking the tokens necessary, others choose to believe such commemorative tokens bring military people closer together as brothers-in-arms. <sup>(6)</sup>

These tokens were issued in most of the Colonies in the *British Empire*. A hoard of them turned up in archeological digs at *Fort York* in Toronto. <sup>(7)</sup>

There were a number of varieties of the token issued. At least one especially meant for circulation in Ontario and Quebec. That token has a laureate bust of Wellington facing left within a circle. The words half-penny token and a date complete the obverse.

The reverse depicts a ship under full sail facing right within a circle. The word Montreal is at the top between the circle and the rim of the token. <sup>(8)</sup>

Unfortunately counterfeiters cast forgeries of the half-penny Montreal token so if you should wish to purchase that little piece of history you have to know more about the Wellington token than just a description. It has been found that at least one forger took a quantity of Portuguese five-reis coins and over struck the Wellington onto them. [Editor's note: this image is courtesy of The Coin Hunter, CA — it did not come with the letter.]

Until fairly recently it was believed by coin collectors that very few forged tokens of the Wellington Montreal design existed; now they are not so sure. There may be more counterfeits and over strikes than was once believed to be so.

Perhaps it is time for avid *Wellington County* history buffs to think about a new token. The 175<sup>th</sup> Anniversary of the *District of Wellington* will be upon us on June 18, 2015.

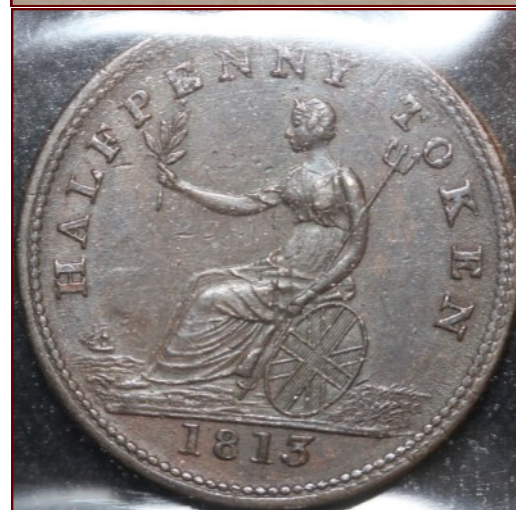
What better time or what better design than apportion of the old seal of the *County of Wellington* – the Duke on his trusty steed.

#### End Notes

1. "Conings by School Centennial Booklet compilation by Ethel Broughton SS #5 Erin 1862 – 1962" page 6
2. Archives Ontario
3. 1 bid
4. Genealogical research into a number of Wellington families show ties to Old Country military regiments
5. Archives Ontario
6. Numismatic periodical: Canadian Coin News Vol. 52 #02 May 6, 2014
7. 1 Bid
8. 1 Bid



CAN Token EF-45  
— COMMENTS —  
CH# WE1A2; BR# 969







## *South Wellington Coin Society*



**Annual Fall Show**  
**Saturday, September 27th, 2014**  
**OPEN TO THE PUBLIC 9 a.m. to 4 p.m.**

**\* BUY \* SELL \* TRADE \* EVALUATIONS \***  
**AT OVER 35 DEALER TABLES**

**Admission Only \$3 (free under age 16)**  
**Free "Gold" Coin Draw**

**Legendary Lunch Counter, Free Parking, Wheelchair Access**

**Location: Branch 234—Colonel John McCrae Memorial Legion**  
**57 Watson Parkway South, Guelph, On. N1L 1E3**  
**(between York Road and Stone Road East)**

**Wide Variety: Foreign and Canadian Coins, Medals, Tokens, Banknotes, Script, Canadian Tire Coupons, Coin Supplies and More. Something for Everyone!**



**Mark Your Calendar For Our Other Upcoming Shows**  
**(First Saturday in May and Fourth Saturday in September)**  
**all held at Branch 234—Colonel John McCrae Memorial Legion:**

**Spring:**

**May 2, 2015**

**May 7, 2016**

**May 6, 2017**

**Fall:**

**September 26, 2015**

**September 24, 2016**

**September 23, 2017**

**Contact:**

**Mike Hollingshead**

**cholling@uoguelph.ca**

**Phone: (519) 823-2646**

## SWCS AUCTION LIST FOR AUGUST 6, 2014

LOT	DESCRIPTION	EST. VALUE	RESERVE	YOUR BID	WINNING BID
1	R.C.M. 2012 Brock 25 cents 10 pack plain & coloured		\$3.50		
2	R.C.M. 2013 Santa \$20 for \$ 20 1/4 ounce silver		\$21.00		
3	Two 1 ounce copper medallions		\$4.00		
4	R.C.M. 2012 Polar Bear \$20 for \$20 1/4 ounce silver		\$22.00		
5	Canada 1968 nickel dollar pl		\$1.25		
6	Canada 1969 nickel dollar pl		\$1.25		
7	Canada 1970 nickel dollar Manitoba pl		\$1.25		
8	Canada 1971 nickel dollar British Columbia pl		\$1.25		
9	Canada 1972 nickel dollar pl		\$1.25		
10	Canada 1982 nickel dollar Constitution pl		\$1.25		
11	Canada 1961 pl-65 nickel ICCS graded	\$15.00	\$7.50		
12	Canada 1966 MS-62 nickel ICCS graded	\$10.00	\$5.00		
13	Canada 1967 MS-64 nickel ICCS graded	\$12.00	\$6.00		
14	Canada 1967 MS-63 nickel ICCS graded	\$12.00	\$6.00		
15	R.C.M. 2006 roll of loonies		\$26.00		
16	1786 - 1986 Molson 200 year Brewers medalion <a href="#">See article</a>		\$5.00		
17	Large envelope of script some some marked counterfeit		\$5.00		
18	Canada 1967 mint set		\$15.00		
19	Canada 1981 mint set capsulated		\$ 4.00		
20	Canada 1961 pl set		\$15.00		
21	Canada 2000 silver com.dollar voyage of discovery		\$10.00		
22	Canada 1999 silver com. Dollar		\$10.00		
23	Canada 1985 silver com. Dollar Parks		\$ 6.00		
24	Sears billion dollar year medalion <a href="#">See article</a>		\$ 4.00		
25	Canada 1837 penny token	\$12.00	\$ 5.00		
26	New Brunswick 1864 short 6 penny		\$44.00		
27	Canada 1892 half dollar silver		\$55.00		
28	Bag of world coins		\$ 5.00		
29	Canada 1942 tombac 5 cents	\$1.50	\$ 1.00		
30	Canada 1943 tombac 5 cent	\$1.50	\$ 1.00		
31	Canada 1956 silver dollar	\$32.00	\$16.00		
32	Canada 1957 silver dollar	\$25.00	\$16.00		
33	Canada 1958 silver dollar	\$24.00	\$16.00		
34	Canada 1959 silver dollar		\$16.00		
35	Canada 1960 silver dollar		\$16.00		
36	Canada 1961 silver dollar MS 63	\$27.00	\$17.00		
37	Canada 1962 silver dollar unc	\$20.00	\$17.00		
38	Canada 1963 silver dollar	\$20.00	\$17.00		
39	Canada 1907 silver half dollar	\$30.00	\$15.00		
40	Canada 1909 silver half dollar	\$20.00	\$12.00		

Coins for auction call Lowell Wierstra @ 519-824-6534

Please remember to use the new SWCS Auction Consignment Form